

CITY GOVERNMENT

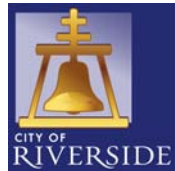
The City of Riverside was incorporated in 1883 and operates under the Council-Manager form of government established by City Charter in 1953. Seven members make up the City Council, elected for four-year terms by geographically designated wards (districts). The Mayor is elected at large and serves as Presiding Officer of the Council, interprets policies and programs to the community, and serves as official head of the City for ceremonial purposes. The Mayor has a voice in all Council proceedings but votes only to break a City Council tie-vote. Members of the Council select a representative from among themselves to serve as Mayor Pro-Tempore. The City Council appoints the City Manager, City Attorney and City Clerk in conformance with the City Charter.

The City's total budget of \$790.3 million reflects a regular full time staff of approximately 2600. The City provides all traditional municipal services and also operates electric and water utilities, a municipal airport, library, and museum.

The City Manager indirectly supervises all City departments. Assistant City Managers supervise the departments of Public Utilities, Police, Public Works, Fire, General Services, Human Resources, Information Technology, Museum, Library, Community Development, Development, Airport, and Parks, Recreation and Community Services, as well as the City's financial operations.

Riverside emphasizes public participation through 17 advisory boards and commissions which review issues and make recommendations on a broad range of topics.

APPLICATION AND SELECTION PROCESS



An Equal Opportunity Employer

For additional information regarding this opportunity, contact:

Leo Gonzalez, Recruiter
leogonzalez@riversideca.gov
Human Resources Department
3780 Market St., Riverside, CA 92501
(951) 826-5646—Fax (951) 826-2552
www.riversideca.gov

Applications will be accepted until 5:00 pm on Friday, September 1, 2006. To be considered, please submit an online application. Applications are available online at: www.riversideca.gov/human. Please reference Job Code 96502.

Applications will be reviewed in relation to the criteria outlined in this brochure. Applications will be screened and successful candidates may be invited to compete in an oral interview and writing exercise. Candidates meeting the minimum qualifications will be placed on an eligibility list.

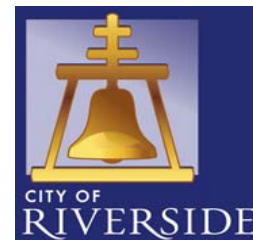
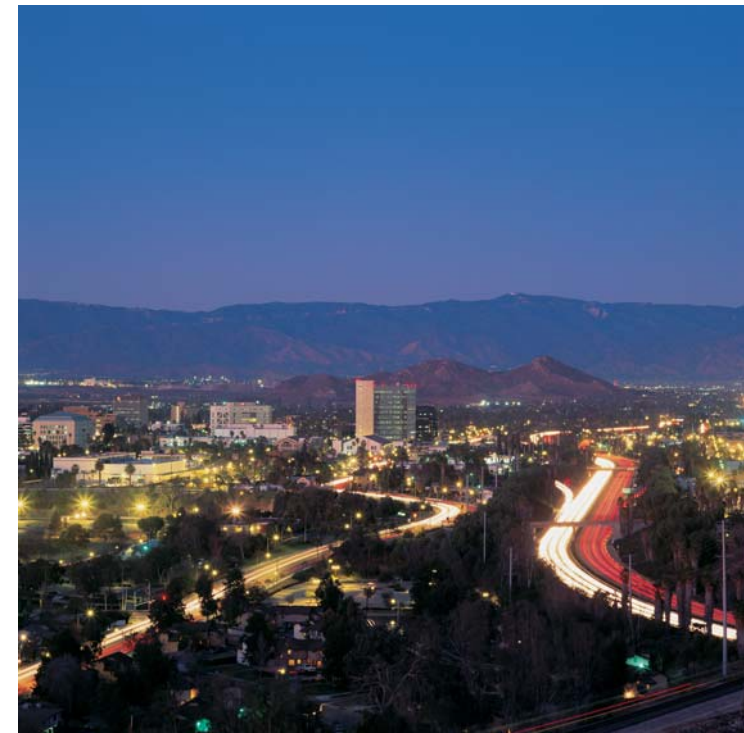
Our core values are integrity and credibility; commitment to service and action; accountability, inclusiveness and diversity; loyalty, personal growth, innovation and teamwork.

The City of Riverside

Is Seeking An Experienced And Dynamic Professional To Serve As

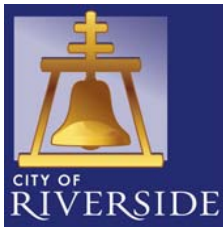
PUBLIC INFORMATION OFFICER

(NON-CLASSIFIED)



Be a part of this exciting, creative and cooperative environment where you can make a difference. This is an exceptional leadership opportunity in a fast-paced, technologically-oriented, and community-focused organization.

THE POSITION



The Public Information Officer is an at-will position under administrative direction of the City Manager. The Public Information Officer will plan, direct and perform work involving the collection, preparation and dissemination of information regarding the strategic goals and achievements of the City of Riverside through newspaper, radio, cable TV, flyers, and other media. The incumbent will advise and consult with executive management concerning the information needs of the public and determine objectives and methods of various communications with the public. Additionally, the incumbent will write, edit and oversee the development and content of informational materials, news releases and other materials to achieve organization and program objectives. The incumbent will work closely with the Mayor and City Council, and with the City's marketing staff to provide technical assistance in preparation of internal and external publications concerning City services, activities and functions.

INFORMATION

Typical duties may include:

- Develop, implement, and coordinate a comprehensive communications program for the City which sets strategic objectives, identifies audiences, messages, communications tools and *evaluation measures*.
- Synthesize City-wide vision, mission, strategic goals and key issues into concrete messages for educational, informational and promotional purposes. Coordinate communication activities to foster understanding among the public and City employees of City-wide vision, strategic priorities, program goals and services.
- Establish appropriate and timely mediums to inform officials of relevant issues.
- Under guidance of City leadership, pro-actively seek regional and national news media coverage exemplifying the positive programs and services, opportunities and advantages of the City.
- Work with Public Safety Public Information Officers and the City's Emergency Services Coordinator in drafting and maintaining a crisis communications plan; organize emergency public information in the event of a disaster.
- Organize the dissemination of accurate and balanced information to the public regarding City business by utilizing a variety of communication tools including: news releases, cable television programming, press conferences, public service announcements, newsletters, fact sheets, commercials, special presentations and other collateral material.



EDUCATION AND EXPERIENCE

The ideal candidate will possess a Bachelor's Degree from an accredited college or university with major course work in Journalism, Public Relations, English, Communications, Business Administration, Public Administration, or a closely related field. A range of 3-5 years of experience in public relations, writing, graphic design, video production, media relations and marketing is highly desired. Experience must include preparation and production of both internal and externally oriented newsletters using graphics and desktop publishing systems. Prior public sector experience is also highly desirable.

COMPENSATION

Salary is \$5,365 – \$7,549 monthly.* The City offers an extremely attractive benefits package, including:

- Retirement—The City is a member of the State of California Public Employee's Retirement System (PERS) and provides employees with the 2.7% @ 55 formula. The City also pays the employee's contribution toward the plan.
- Health Insurance—The City offers two health insurance plans and contributes up to \$806 per month for employee and dependent coverage.
- Dental Insurance—The City provides two dental insurance plans and contributes \$45 per month.
- Life Insurance—The City provides and pays for term life insurance with accidental death and dismemberment equal to two times the annual salary plus \$1,000 to a maximum of \$300,000.
- Deferred Compensation—The City contributes up to \$200 per month to a 457 deferred compensation plan for a minimum \$50 monthly employee contribution.
- Leave Benefits—Includes all typical vacation, sick leave, bereavement leave and holiday benefits.

*Appointment may be made at any step contingent upon qualifications of successful candidate.

THE COMMUNITY

Recently named one of "America's Most Livable Communities", Riverside is the largest city within one of the fastest growing regions in the country. As the 12th largest city in California, Riverside has a diverse population of approximately 300,000, covering over 85 square miles. Strong elected, civic, and business leadership has enabled a diversified economy, balanced land uses, quality developments, cultural amenities, and a progressive outlook that supports the community today and well into its promising future.



The City is centrally located in the Inland Empire Region approximately 60 miles east of Los Angeles and 100 miles north of San Diego. As the City has continued to develop into one of the most economically powerful cities in Southern California, it has maintained its historic virtues and cultural roots.

It is the people who make Riverside special...

Our commitment to the Community makes Riverside great.